

## RFQQ 01313

# Digital Communication Solution

### Introduction

The state of Washington is conducting this Request for Qualifications & Quotations (RFQQ) to acquire one (or more) Digital Communications Solution (DCS) for government use.

### Purpose

The Department of Enterprise Services (DES) intends to enter into a Master Contract agreement for a completely scalable and comprehensive service for digital communications management solution that will engage agencies with automated, proactive communication that provides a Cloud-based solution that is capable of managing multichannel digital communications – email, text messaging, social media and more in one system. Access to this capability will be provided to the public through the customer agency's website in order to facilitate self-service subscription offerings for website users.

The Service will include hosting of the application by the selected service provider (i.e., Web-based), full option management of the data collected by the application and use of the application itself by authorized Agency staff.

The Service sought will integrate seamlessly with the customer agency's existing website and content-management process. The Service sought will be accessible through, but distinct from, the existing customer agency's website. Any changes made to the customer agency's website (e.g., a new content management system) should require minimal or no configuration adjustments to the Service.

The Solicitation seeks a Service that will interface simply and intuitively; one example might be allowing the customer to paste HTML links to the subscription options on its website without custom programming or installation of additional hardware or software.

The successful Service Provider will demonstrate an understanding of state agency organization and need, and will demonstrate a capacity appropriate to the state's needs.

The Service will include all items required for implementation management, such as training, integration support, application hosting-upgrades and 24X7 technical support.

The Service will provide completely scalable applications for the entire state government enterprise.

NOTE: This Master Contract has the potential to be used by every State Agency.

Firms should register in Commodity Code # 0915 and 0920 to access the solicitation package.

### Projected Procurement Schedule:

1	RFQQ posted and available for download from <a href="#">WEBS.....</a>	October 28
2	Question & answer period.....	Oct 28- Nov 4

3	Projected publishing date of answers posted to <a href="#">WEBS</a> .....	November 8
4	Response due date and time.....	November 22
5	Evaluation begins .....	December 2
6	Announce round 1 finalists .....	December 10
7	Demonstrations begin .....	December 17
8	Review of state's central role begins .....	December 17
9	Announcement of apparent successful bidders	December 30

